Status Confirmed

Mod# 0

Traffic Order# 37233

Printed: 09/12/2012 10:11 AM

Last Received: 09/11/2012 12:33 PM

Showing Buylines: All Lines

KLAS-TV LAS VEGAS Station

Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D

8863279

Ver#

Estimate#

Rep Order#

EC'd Yes

Buyer MICHAEL DETTORRE

Phone# Fax#

) SHORR JOHNSON MAGNUS Agency 1831 CHESTNUT ST

PHILADELPHIA, PA 19103

Agency C/P1/P2/E Flight Dates

09/12/2012 - 09/17/2012

Hiatus Weeks

Rep Firm

Sales Office (Salesperson () WASHINGTON) MIKE JONES

Salesperson Phone# Salesperson FAX#

202-872-5880 202-872-0263

--- CONTRACT COMMENT ---

AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LŤ	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W - F	400A-459A		:30	\$40.00	09/12-09/14	6	1	6	\$240.00	
		Buyli	ne Comment:	NEWS								
	2	M	400A-459A		:30	\$40.00	09/17-09/17	2	1	2	\$80.00	
		Buyli	ne Comment:	NEWS								
	3	W - F	700A-900A		:30	\$150.00	09/12-09/14	6	1	6	\$900.00	
		Buyli	ne Comment:	: CBS THIS MORNING								
	4	М	700A-900A		:30	\$150.00	09/17-09/17	2	1	2	\$300.00	
		Buyli	ne Comment:	: CBS THIS MORNING								
	5	W = F	500A-600A		:30	\$225.00	09/12-09/14	6	1	6	\$1,350.00	
		Buyli	ne Comment:	: NEWS								
	6	M	500A-600A	4	:30	\$225.00	09/17-09/17	2	1	2	\$450.00	
		Buyli	ne Comment:	: NEWS								
	7	W - F	600A-700A	4	:30	\$245.00	09/12-09/14	3	1	3	\$735.00	
		Buyli	ne Comment:	: NEWS								
	8	M	600A-700A	1	:30	\$245.00	09/17-09/17	1	1	1	\$245.00	
		Buyli	ne Comment:	: NEWS								

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Showing Buylines: All Lines

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					Showing Daylines. All Lines									
Advert Produc	Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D				Agency () SHORR JOHNSON MAGNUS 1831 CHESTNUT ST PHILADELPHIA, PA 19103					Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES				
Estima Buyer Phone		MICHAEL DETTORRE			Agency C/P1/P2/E Flight Dates Hiatus Weeks	09/12/2012 - 09/17/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263			
Fax# LT	Ln	Day	Time	Program			Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	9	W-F	1200P- 1230P				:30	\$225.00	09/12-09/14	3	1	3	\$675.00	****
		Buyl	ine Comment:	NEWS										
	10	М	1200P- 1230P				:30	\$225.00	09/17-09/17	1	1	1	\$225.00	
		Buyl	ine Comment:	: NEWS										
	11	₩-F Buyl	300P-400P				:30	\$325.00	09/12-09/14	6	1	6	\$1,950.00	
	12	M Buyl	300P-400F				:30	\$325.00	09/17-09/17	2	1	2	\$650.00	
	13	W-F	1000A- 1100A				:30	\$1,000.00	09/12-09/14	0	0	0	\$0.00	
		Buyl	ine Comment:	: PRICE IS RIGHT										
	14	М	1000A- 1100A				:30	\$1,000.00	09/17-09/17	0	0	0	\$0.00	
		Buyl	ine Comment:	: PRICE IS RIGHT										
	15	W-F	900A- 1000A				:30	\$250.00	09/12-09/14	6	1	6	\$1,500.00	
		Buyl	ine Comment	: LIVE WITH KELLY										
	16	М	900A- 1000A				:30	\$250.00	09/17-09/17	2	1	2	\$500.00	
		Buyl	ine Comment	: LIVE WITH KELLY										
	17	W-F	1100A- 1200P				:30	\$1,500.00	09/12-09/14	2	1	2	\$3,000.00	
		Buyl	line Comment	: YOUNG AND RESTLESS										
	18	М	1100A- 1200P				:30	\$1,500.00	09/17-09/17	1	1	1	\$1,500.00	
		Buyl	line Comment	: YOUNG AND RESTLESS										

09/12/2012 10:11 AM 3 of 5 Rep Order# EC'd Yes Status Confirmed Traffic Order# 37233 Printed: 8863279 Ver# 1 Mod# 0

09/11/2012 12:33 PM Last Received:

Buyline Comment: ET

EC a res					Showing Buylines: All Lines									
Adve Prod	Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D					() SHOR 1831 CHESTN PHILADELPH	Rep Firm Sales Office Salesperson) WASHINGTON) MIKE JONES					
Estin Buye Phon Fax#	r e#	MICHAEL DETTORRE			Agency C/ Flight Dat Hiatus Wo	tes 09/1	2/2012 - 09/17/2		Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263			
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
	19	W-F	1230P- 200P			: 30	\$900.00	09/12-09/14	6	1	6	\$5,400.00		
		Buy	line Comment:	BOLD/DEAL										
	20	M	1230P- 200P line Comment:	BOLD/DEAL		:30	\$900.00	09/17-09/17	2	1	2	\$1,800.00		
	21	W-F	630P-700P			:30	\$875.00	09/12-09/14	3	1	3	\$2,625.00		
	22	м	630P-700P			: 30	\$875.00	09/17-09/17	1	1	1	\$875.00		
	23	su	630P-700P			: 30	\$600.00	09/16-09/16	1	1	1	\$600.00		
	24	SA	500P-70CP line Comment:			:30	\$175.00	09/15-09/15	1	1	1	\$175.00		
	25		500P-630F line Comment:			:30	\$375.00	09/12-09/14	6	1	6	\$2,250.00		
	26	м	500P-630F line Comment:	,		:30	\$375.00	09/17-09/17	2	1	2	\$750.00		
	27		430P-500F line Comment:			: 30	\$300.00	09/12-09/14	3	1	3	\$900.00		
	28		430P-500F line Comment:			:30	\$300.00	09/17-09/17	1	1	1	\$300.00		
	29	_	700P-800F			:30	\$175.00	09/15-09/15	2	. 1	2	\$350.00		

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Last Received: 09/1 Showing Buylines: All Lines

Station Adver Produ	tiser ct	LAS-TV LAS () BER BERKLEY/S	KLEY, SHEL	LY	Agency () 1831 CF PHILAI	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES								
Estimate# Buyer Phone# Fax#		MICHAEL D	ETTORRE		Agency C/P1/P2/E Flight Dates Hiatus Weeks	09/12/2012 - 09/17/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263			
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
	30	W-F Buyli	700P-800P ne Comment:	ET/INSIDER		:30	\$1,000.00	09/12-09/14	5	1	5	\$5,000.00		
	31	M Buyli	700P-800P ne Comment:	ET/INSIDER		:30	\$1,000.00	09/17-09/17	2	1	2	\$2,000.00		
	32	W-F	1135P- 1237A			:30	\$750.00	09/12-09/14	3	1	3	\$2,250.00		
		Buyli	ne Comment:	LETTERMAN										
	33	M	1135P- 1237A	: LETTERMAN		:30	\$750.00	09/17-09/17	1	1	1	\$750.00		
	34	W-F Buvli	1235A- 135A ne Comment:	: FERGUSON		:30	\$115.00	09/12-09/14	5	1	5	\$575.00		
		2												
	35	M	1235A- 135A ne Comment:	- FEDCUSON		:30	\$115.00	09/17-09/17	1	1	1	\$115.00		
		Buyri	The Comment.	. PENGOSON										
	36	SA-SU	1100P- 1135P			:30	\$350.00	09/15-09/16	2	1	2	\$700.00		
		Buyli	ne Comment:	: NEWS										
	37	W-F	1100P- 1135P			:30	\$500.00	09/12-09/14	2	1	2	\$1,000.00		
		Buyli	ne Comment	: NEWS										
	38	М	1100P- 1135P			:30	\$500.00	09/17-09/17	1	1	1	\$500.00		
		Buyli	ne Comment	: NEWS										
	39	SA	530P-600E			:30	\$250.00	09/15-09/15	1	1	1	\$250.00		
		Buyli	ne Comment	: POLITICS NOW										

Showing Buylines: All Lines

Station Advertiser Product Estimate# Buyer Phone# Fax#		BERKLEY/SENATE/D			Agency (1831 C PHILA Agency C/P1/P2/I Flight Dates Hiatus Weeks	NUS 2	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES Salesperson Phone# 202-872-5880 Salesperson FAX# 202-872-0263						
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	40	SU Buyli	630A-800 <i>A</i> ne Comment	A: CBS SUNDAY MORNING		:30	\$325.00	09/16-09/16	1	1	1	\$325.00	
	41	SU Buyli	800A-830A			:30	\$850.00	09/16-09/16	1	1	1	\$850.00	
	42	SU Buyli	830A-900A ne Comment	A : FACE THE NATION		:30	\$940.00	09/16-09/16	1	1	1	\$940.00	

-REPORT TOTALS-

Report Totals: 105 / \$45,580.00

-- SALES MONTHLY TOTALS---

Sep 12: 105 / \$45,580.00

Sales Totals: 105 / \$45,580.00 Station Totals: 105 / \$45,580.00 Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

40% 25% KTUD 0% Market Totals \$151,933 CABL 0 % KLAS 30₺ KSNV KTNV KVCW 0% KVMY 0 ዩ KVVU 5% UNKN 0%

Books null Demos RA35+